

# WELCOME

Prices, Services, Processes



**FOUNDED IN 2007**

Business-to-Business (B2B) Content Marketing Services

Marketing & Content Marketing Management

Search Engine Optimized Writing

Freelance Writing Services

# Welcome!

**Welcome! I'm Jeanne Grunert  
the "content queen."**

**I bring award-winning writing  
skills and exceptional  
marketing experience to your  
projects as your one-stop shop  
for B2B content marketing.**



My company, Seven Oaks Consulting provides both project-based content marketing and writing services and full content marketing support for companies. You can hire me alone to work on your project or hire my team to serve as your content marketing team. We offer flexible project-based or monthly retainer services to ensure consistency, continuity, and expert content marketing strategies, plans, and services for clients worldwide.

## **About Me**

Before starting Seven Oaks Consulting in 2007, I led marketing divisions for The McGraw-Hill Companies, TC Innovations (part of Columbia University), The College Board, and companies in the retail, publishing, and financial services industries. Since 2007, I have provided exceptional freelance marketing and writing services to marketing agencies and companies worldwide. I specialize in business-to-business marketing and writing but given my background I am also proficient in education and nonprofit marketing.

I earned my Master of Science in Direct and Interactive Marketing at New York University, and a second graduate degree, a Master of Arts in Writing, from the City University of New York at Queens College.

I'm a marketing wizard. I'm a creative professional writer. Together, I am: the marketing writer.

I'd love to work with you to make your project successful. Let me know how I may be service.

# 2023 PRICES

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## Fractional Marketing Management

The Virtual Marketing Manager service offers an on-call, senior-level marketing manager who can provide complete virtual marketing leadership. Services include personnel management, marketing planning, marketing project management, data and analysis, creation and management of editorial and marketing calendars, running all of your promotions, and handling day-to-day marketing tasks.

The Virtual Marketing Manager service includes:

- Video meetings to get to know your team, goals, and challenges.
- Review of all your existing marketing materials, strategies, and plans
- Market research to understand your industry, company, and competitors
- Leading your staff (if any) or working with virtual teams to create needed marketing materials
- Training, coaching, and mentoring

We only accept two clients, maximum, per quarter for the Virtual VP service.

## Starts at \$3,000 per month

Flexible hours to meet your needs.

## Content Marketing Audit

A Content Marketing Audit includes an inventory and analysis of all relevant content: blog posts, articles, white papers, case studies, videos, all of it. Each audit includes a comprehensive review of marketing materials from the branding and messaging to the timing and audience you're trying to reach.

Each audit includes at least 2-4 hours of review of your materials and website, a detailed and written analysis, and personal coaching and consulting time to review the findings and recommendations. Implementation of the recommendations is not included.

When you purchase a Marketing Audit from Seven Oaks Consulting, you receive not just a review of your marketing program and/or website, but an action plan to make immediate and profitable changes.

## Content Marketing Inventory and Audit: \$2,500

## Monthly Content Marketing and Writing Services

Our monthly content marketing services provide busy marketing departments and agencies with peace of mind! You'll never have to worry about missed deadlines, flaky freelancers, or writers who just "don't get marketing."

### All Monthly Service Agreements Include

- Dedicated, experienced teams always assigned to your project for consistency, clarity, brand voice and tone
- A subject matter expert (SME) who reviews your content before it even gets to you!
- Expert editors and proofreaders
- Dedicated project manager
- Designated deliverables with monthly report
- Half-hour check in call each week

All monthly contracts assume a minimum 6-month commitment with a 30-day cancellation period. Clients are billed monthly for the services in their package.

### Content Marketing "Starter" Package

- Monthly content marketing calendar
- Two blog posts (600 words, max)
- 15 social media posts
- Editing of client-provided writing (you write the posts, we edit and proofread)

**Price: \$2,500 per month**

### Continued Growth Content Marketing Package

- Monthly content marketing calendar
- Four blog posts (600 - 1000 words) per month
- 30 social media posts p
- One long form content piece of your choice per quarter (one case study, white paper, or ebook not exceeding 10 pages).

**Price: \$4,000 per month**

### High Growth Content Marketing Package

Includes:

- Monthly content marketing calendar
- Eight blog posts (600 - 1000 words) per month
- 90 social media posts
- Three long form content piece of your choice per quarter (one case study, white paper, or ebook not exceeding 10 pages).
- Landing pages to accompany long form content pieces

**Price: \$10,000 per month**

# Writing & Editing



## Writing Services

Professional freelance writing

I offer custom writing and copywriting services using search engine optimization (SEO) best practices. You can request me (Jeanne) as your writer or work with my team. If you work with my team, you will work consistently with one writer who will learn your brand voice and tone.

We ghostwrite for many C-suite executives and are happy to ghostwrite as well as publish under our own bylines.

## Writing Prices

All prices are per project and are based on the expectation of receiving inputs from the client, including topic selection and keywords.

### Blog Posts and Articles

- \$75 up to 600 words
- \$100 up to 1000 words
- \$150+ for long form (over 1,000 words)

### Case Studies

Includes 30 minute interview with case study subject (customer or employee)

- \$250

### Web Pages

- \$75 per page

### White Paper

Depends on length and complexity. Prices begin at \$1,000

### Presentations

Depends on length and complexity. Prices begin at \$1,000

### Sales Sheets

\$250 - \$500 each

## Editing and Proofreading

We provide editing services to optimize copy for search engines, improve grammar/spelling, and enhance readability.

We also proofread for typos and mistakes.

- \$50 per hour.

# OUR PROCESS



## Define

First, I define your needs through a brief 30-minute phone call. I may ask you to send me written materials, such as your current marketing plan, or request access to analytics. All materials are kept in the strictest confidence.

Based on our initial meeting, I develop a scope of work for your approval. Once approved, I get to work.

## Develop

After the proposal has been signed, we are under contract. For writing projects, I develop drafts of your materials and share them with you for feedback. I expect plenty of changes in the early versions (that's where collaboration comes into the mix!). For marketing projects, I get to work immediately.

## Review

I'll always send you things to review. Nothing goes online, out to your customers, or to your employees if you haven't seen it yet (unless you tell me otherwise). My goal is to ensure I've met your needs and the project goals. That's why the review step is essential to our process.

## Refine

Once all of the feedback has been received and implemented, I'll refine the deliverables. If you've ordered a Marketing Audit or a Website Audit, we'll schedule a call to review the findings. If I am acting as your Virtual Marketing Manager, I'll provide you with weekly project updates and apprise you of budget and management needs.

## Delivery

Written materials are delivered as Google Documents (links to the final document) or Microsoft Word documents.

# PAYMENT TERMS



## **Monthly Content Marketing & Fractional Marketing Management Projects**

These projects are billed at the close of the month for work completed during the month. For example, work completed during June is billed on June 30.

Payment is appreciated within 5 business days.

## **Per-Project Writing and Editing**

We bill upon completion of the project and successful delivery of the materials to the client.

Payment is appreciated within 5 business days.

## **Payment Methods**

We accept the following payment methods:

- Direct bank transfer
- Zelle
- Veem
- Checks made out to: Seven Oaks Consulting

We no longer accept PayPal or cryptocurrency payments.

We do not work “on spec”, provide free samples, or work on a pay-per-performance basis. We are happy to provide client reference letters or previous clients you may contact for references.

## **Questions?**

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[jeanne@sevenoaksconsulting.com](mailto:jeanne@sevenoaksconsulting.com)

# TESTIMONIALS



Melissa Watts  
**ADOBE SYSTEMS**

Jeanne's ability to see the big picture and put it into words is extraordinary. Her unique skill set and expertise allows her to take complex thoughts and ideas and make them sound interesting and engaging to the reader.

JimiBeth Meyers  
**MACMILLAN PUBLISHING**

Jeanne is a consummate professional who is skilled at corporate training. She delivered a one-day seminar that our marketing managers are still talking about! Jeanne is indeed a direct marketing expert, as well as very knowledgeable about the education industry.

Stephen Colwell  
**CLARIFY MEDIA**

Jeanne flat out gets it. She possesses the creative talent, intuitive insight, and proven marketing skills to translate any idea, no matter how vague, into effective copy and impactful messaging.

Crystal Vandegriff  
**CRYSTAL IMAGE PHOTOGRAPHY**

I can honestly say that finding Seven Oaks Consulting and Jeanne for marketing work for me really made my business grow. I used Seven Oaks Consulting to help us with a new website design that included SEO. Jeanne also designed a marketing plan for Crystal Image Photography and made suggestions that really got us noticed. We used Jeanne's suggestions on different types of advertising and our wedding photography business grew over 50 percent!

Duane Coleman  
**DASHBOARD INTERACTIVE MARKETING**

Jeanne and Seven Oaks Consulting offer more than writing and marketing services. When we work with Jeanne, our clients get the benefit of her extensive business experience and insights, too. She's very reliable and dependable, and has a warm, personal working style that both our agency and our clients love. Her writing helps achieve each client's sales and marketing goals.